

# Svetlana Rodrigues – Professional Profile

## About Me

I'm Svetlana Rodrigues, a Master's graduate in Sports Journalism from the University of Limerick. Over the past few years, I've built a diverse portfolio across **editorial, marketing, and content strategy** roles, with a strong passion for storytelling, digital marketing, and performance-driven campaigns.

## Professional Experience

- Editorial – Wrote for two lifestyle magazines (fashion + interiors/architecture).
- Marketing Executive – Raw Fusion & Inner Angel (healthcare marketing).
- Luxury Travel Designer – Adams & Butler (crafted bespoke travel experiences).
- Content Strategist – Atlys India (managed campaigns, social content, influencer collaborations, and performance analytics).
- Currently pursuing Digital Marketing Certification at ISB to strengthen expertise in strategy, analytics, and campaign execution.

## Additional Projects

- Podcast Co-Host & Producer – Dramarookies (scripting, editing, and social media strategy).
- University Ambassador – Supported large-scale events such as UL50.

## Portfolio & Links

■ **Podcast – Dramarookies:** Spotify | Instagram

👉 ■ **Writing & Creative Portfolio:** [linktr.ee/SvetlanaRodrigues](https://linktr.ee/SvetlanaRodrigues)

■ **LinkedIn Profile:** Svetlana Rodrigues

I'd be happy to share more about my work or any additional details you may need. Looking forward to hearing from you.